WHAT IS CLAIMED IS:

1   1.   A method, comprising:

2   receiving a request for data from a requesting system, the requesting

3   system having a corresponding address;

4   selecting one of a plurality of edge servers having the requested data, said

5   selecting being based on the requesting system's address; and

6   causing the requested data to be sent from a selected edge server.

1   2.   The method of claim 1, wherein said selecting an edge server having the

2   requested data based on the requesting system's address comprises

3   looking up the address in a site database having a predetermined list of

4   addresses each corresponding to an edge server that is the nearest

5   streaming server to a requesting system corresponding to a given

6   address, and selecting an edge server corresponding to the address.

1   3.   The method of claim 1, wherein said selecting an edge server having the

2   requested data based on the requesting system's address comprises

3   looking up the address in a site database having a predetermined list of

4   CIDR (Classless Inter-Domain Routing) blocks each corresponding to an

5   edge server that is the nearest streaming server to a requesting system

6   corresponding to a given address, and each CIDR block corresponding to

7   a group of addresses, and selecting an edge server corresponding to the

8   CIDR block in which the address belongs.

1   4.   The method of claim 1, wherein the address comprises an IP (Internet

2   Protocol) address.

1   5.   The method of claim 1, wherein said causing the requested data to be

2   sent from the selected edge server comprises redirecting the requesting

3   system to the selected edge server.

1   6.   The method of claim 1, wherein said request for data comprises a request

2   for media data.

1   7.   The method of claim 6, wherein said request for media data comprises a
2   request for live media data.

1   8.   The method of claim 7 wherein said causing the requested data to be sent
2   from a selected edge server comprises:

3   connecting the selected edge server to an origin server receiving the live
4   media data; and

5   sending the live media data from the origin server to the selected edge
6   server.

1   9.   A method comprising:

2   receiving a request for data from a requesting system, the requesting
3   system having a corresponding address;

4   looking up the address on a site database, the database having
5   predetermined addresses each corresponding to an edge server
6   that is the nearest streaming server to the requesting system
7   corresponding to the address; and

8   if the address exists on the site database, causing the requested data to
9   be sent from the edge server corresponding to the address of the
10   requesting system.

1   10.   The method of claim 9, additionally comprising if the address doesn't exist
2   on the database, causing the requested data to be sent from a
3   deployment server to the requesting system, the deployment server being
4   selected based on a non-address based protocol.

1   11.   The method of claim 9, wherein said causing the requested data to be
2   sent from the selected edge server comprises redirecting the requesting
3   system to the selected edge server.

1   12.   The method of claim 11, wherein said redirecting the requesting system to

2   the selected edge server comprises sending location information to the

3   requesting system, the location information comprising the address of the

4   selected edge server and the location of the requested data on the

5   selected edge server.

1   13.   The method of claim 9, wherein the predetermined addresses are in CIDR

2   (Classless Inter-Domain Routing) block notation, and each CIDR block

3   corresponds to an edge server that is the nearest streaming server to a

4   requesting system corresponding to each address of the CIDR block.

1   14.   A machine-readable medium having stored thereon data representing

2   sequences of instructions, the sequences of instructions which, when

3   executed by a processor, cause the processor to:

4   receive a request for data from a requesting system, the requesting

5   system having a corresponding address;

6   select one of a plurality of edge servers having the requested data, said

7   selecting being based on the requesting system's address; and

8   cause the requested data to be sent from a selected edge server.

1   15.   The machine-readable medium of claim 14, wherein the processor selects

2   an edge server having the requested data based on the requesting

3   system's address by looking up the address in a site database having a

4   predetermined list of addresses each corresponding to an edge server

5   that is the nearest streaming server to a requesting system corresponding

6   to a given address, and by selecting an edge server corresponding to the

7   address.

1   16.   The machine-readable medium of claim 14, wherein the address

2   comprises an IP (Internet Protocol) address.

1 17. An apparatus comprising:

2   at least one processor; and

3   a machine-readable medium having instructions encoded thereon, which
4   when executed by the processor, are capable of directing the
5   processor to:

6   receive a request for data from a requesting system, the requesting
7   system having a corresponding address;

8   select one of a plurality of edge servers having the requested data,
9   said selecting being based on the requesting system's
10   address; and

11   cause the requested data to be sent from a selected edge server.

1 18. The apparatus of claim 17, wherein the processor selects an edge server
2   having the requested data based on the requesting system's address by
3   looking up the address in a site database having a predetermined list of
4   addresses each corresponding to an edge server that is the nearest
5   streaming server to a requesting system corresponding to a given
6   address, and by selecting an edge server corresponding to the address.

1 19. The apparatus of claim 17, wherein the processor selects an edge server
2   having the requested data based on the requesting system's address by
3   looking up the address in a site database having a predetermined list of
4   CIDR (Classless Inter-Domain Routing) blocks each corresponding to an
5   edge server that is the nearest streaming server to a requesting system
6   corresponding to a given address, and each CIDR block corresponding to
7   a group of addresses, and by selecting an edge server corresponding to
8   the CIDR block in which the address belongs.

1 20. The apparatus of claim 17, wherein the address comprises an IP (Internet
2 Protocol) address.

1 21. An apparatus comprising:

2 means for receiving a request for data from a requesting system, the
3 requesting system having a corresponding address;

4 means for selecting one of a plurality of edge servers having the
5 requested data, said selecting being based on the requesting
6 system's address; and

7 means for causing the requested data to be sent from a selected edge
8 server.

1 22. The apparatus of claim 21, wherein said means for selecting an edge
2 server having the requested data based on the requesting system's
3 address comprises means for looking up the address in a site database
4 having a predetermined list of addresses each corresponding to an edge
5 server that is the nearest streaming server to a requesting system
6 corresponding to a given address, and means for selecting an edge server
7 corresponding to the address.

1 23. The apparatus of claim 21, wherein the address comprises an IP (Internet
2 Protocol) address.

1 24. An apparatus comprising:

2 a site database having predetermined addresses each corresponding to
3 an edge server that is the nearest edge server to a requesting
4 system corresponding to a given address; and

5 a redirection server coupled to the site database to:

6 lookup an address on the site database, the address corresponding

7   to a requesting system from which a request for data is
8   received; and

9   cause requested data to be sent from an edge server
10   corresponding to an address of a requesting system.

1   25.   The apparatus of claim 24, wherein the predetermined addresses are in
2   CIDR (Classless Inter-Domain Routing) block notation, and each CIDR
3   block corresponds to an edge server that is the nearest streaming server
4   to a requesting system corresponding to addresses of a given CIDR block.

1   26.   The apparatus of claim 24, wherein the address comprises an IP (Internet
2   Protocol) address.

1   27.   A system comprising:

2   a requesting system to request data, the requesting system having a
3   corresponding address;

4   an operations center coupled to the requesting system to handle requests
5   from the requesting system, the operations center having:

6   a site database having a predetermined a list of addresses each
7   corresponding to an edge server that is the nearest edge
8   server to a requesting system corresponding to a given
9   address; and

10   a redirection module to cause requested data to be sent from an
11   edge server corresponding to the requesting system's
12   address to the requesting system; and

13   one or more edger servers to send data to the requesting system.

1   28.   The system of claim 27, wherein said requesting system comprises a

2   viewer, and said redirection module causes requested data to be sent

3   from an edge server to a requesting system comprises initiating a dialog

4   session between the viewer and the edge server.

1   29.   The system of claim 27, wherein the address comprises an IP (Internet

2   Protocol) address.